



Docket No.: CANN-0208  
Application No.: 09/814,622  
Amendment Date: April 20, 2006  
Reply of Office Action of: October 20, 2005

**IN THE UNITED STATES PATENT AND  
TRADEMARK OFFICE**

***AMENDMENT***

Applicant:	Cannon	Docket No.:	CANN-0208
Serial No.:	09/814,622	Group Art Unit:	2162
Filed:	3/22/2001	Examiner:	Fleurantin, Jean
		Confirmation No:	3984
TITLE:	METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION		

**RESPONSE TO OFFICE ACTION  
DATED October 20, 2005**

Mail Stop Amendment  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The following is responsive to the Office Action mailed October 20, 2005. Applicant respectfully requests a three (3) month extension, the fee for which is included herewith, and reconsideration of the application in view of the following:

I HEREBY CERTIFY THAT THE CORRESPONDENCE TO WHICH THIS STATEMENT IS AFFIXED IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE, POSTAGE PAID, AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO THE COMMISSIONER OF PATENTS, ALEXANDRIA, VA 22313-1450,

ON: April 20, 2006

SIGNED: \_\_\_\_\_

*Heather Clark*  
Heather Clark

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Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 12 of this paper.